

PROGRAMME AND ABSTRACT BOOK

Creative Industry International Conference 2018

5-6 December 2018

Kuala Lumpur

Creativity in the 4th Industrial Revolution

Jointly Organized by:

School of Creative Industry Management & Performing Arts (SCIMPA)

and

**Institut Penyiaran dan Penerangan Tun Abdul Razak
(IPPTAR)**

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Foreword

Minister of Communications and Multimedia Malaysia



I would like to express my heartiest congratulations to the School of Creative Industry Management and Performing Arts, Universiti Utara Malaysia and the Institut Penyiaran dan Penerangan Tun Abdul Razak (IPPTAR) of the Ministry of Communications and Multimedia in taking this significant initiative for organizing the International Conference on Creative Industries 2018. This is the only conference held regularly in Malaysia specifically to look into the creative industries issues from the knowledge or scientific perspective.

As one of the branches of the country's sources of income, creative industries must be integrated and galvanized fully in order for them to become a dominant economic sector in the country. This aspiration is expressed as this field is exceptionally democratic in nature in terms of the participation of the rakyat/people. Anyone with creativity and intellectual capacity can contribute to this industry. This means that any Malaysian can compete in the open market, locally and globally at any time in a group or singly.

As this field is exceedingly wide, opportunities to dominate the global creative industries market is quite challenging but not impossible. Through research, matters which seem impossible to execute can be accomplished. Consequently, research and development efforts must be engaged concurrently from all angles such as technology, arts, music and culture, media and book publishing.

Therefore, I welcome the earnest efforts of our researchers, locally and abroad who are fervently studying, writing and presenting their papers in this conference. My Ministry is especially interested in the outcome of these studies and that they can be made accessible.

In closing, I am extremely delighted to see the close collaboration between IPPTAR and the School of Creative Industry Management and Performing Arts which has successfully achieved this positive and productive synergy. I hope that similar efforts will be forged in the future in order to leave a huge impact on the people and the country. Enjoy the conference.

Thank you.

MINISTER OF COMMUNICATIONS AND MULTIMEDIA MALAYSIA
YANG BERTHORMAT TUAN GOBIND SINGH DEO

Foreword

Deputy Minister of Tourism, Arts and Culture Malaysia



It gives great pleasure to welcome the delegates of the 2nd Creative Industry International Conference. The theme, “Creativity in the Fourth Industrial Revolution”, highlights the needs for us to deeply think and set the tone and look of our creative works in order to propel in this fourth wave of industrial revolution, without compromising our cultural values and identity. The wave of the fourth industrial revolution has arrived. Scientific advances have modernized industries, mechanizing and automating the production of goods and services, and revolutionizing communication. The development of robotics, artificial intelligence and digitalisation may result upon roughly half of all the activities currently carried out by people are performed by machines in near future.

Moving forward, our direction is probably to optimise digital marketing, focus on industry collaboration, leverage major events for publicity, integrate our marketing campaigns with other government agencies and promote Malaysia as a filming destination. However, future plan for the creative industry should not focus solely on making billions of income generation, but should also seek to attract contributors to improve connectivity, museum digitalisation, training and the promotion of tourist destinations by means of disruptive technology. In the era of the Industrial Revolution 4.0, concerted efforts from government and private sectors must prevail to ensure full support are given for research and development in creative industry products and services.

This conference is timely as creative industry has becoming more significant in years to come where arts and culture may collide with technology. Academicians and practitioners may exchange ideas and nurture discussions on how best to tackle issues and challenges faced by the industry. I do hope that this synergy will continue to ensure creative industry in our beloved nation is revolutionised and dare to take a leap.

Thank you.

DEPUTY MINISTER OF TOURISM, ARTS AND CULTURE MALAYSIA
YANG BERTHORMAT TUAN MUHAMMAD BAKHTIAR WAN CHIK

Foreword

Vice Chancellor of Universiti Utara Malaysia



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalamualaikum warahmatullahi wabarakatuh.

Alhamdulillah, in the name of Allah S.W.T., let us show our humble gratitude to the Almighty for His bounteous blessings that have enabled the School of Creative Industry Management & Performing Arts (SCIMPA), Universiti Utara Malaysia (UUM) to organise the 2nd Creative Industry International Conference (CIIC2018). I would also like to take this opportunity to express my sincere congratulations and gratitude to the co-organiser of this conference – Institut Penyiaran dan Penerangan Tun Abdul Razak (IPPTAR) for the assistance and commitment extended to us.

CIIC2018 brings to light the aptly named theme - “Creativity in the 4th Industrial Revolution”. This international conference will explore the issues in creative industry including film, music, animation, multimedia and performing arts. This is the best avenue for researchers and practitioners to expound on the philosophy, changes and challenges in the key components of the industry to remain relevant and to offer better economic opportunities for those involved in the industry. The information sharing sessions based on research findings by speakers including the academicians and practitioners will indirectly bring the attention towards the initiatives to tap the potentials and bring this creative industry to the next level. Thus, I would like to laud you for your commitment and participation. In view of that, I would like to wish all participants a successful conference filled with enlightening interactive sessions and all papers presented at this conference will be compiled and published as conference proceedings.

Last but not least, I would like to congratulate all staff members of SCIMPA, UUM for their deep commitment and persistent dedication and InsyaAllah, we can achieve more successes and play more significant roles for the development of the creative industry locally and internationally.

VICE CHANCELLOR OF UNIVERSITI UTARA MALAYSIA

YANG BERBAHAGIA PROF DR. AHMAD BASHAWIR BIN HJ. ABDUL GHANI

Foreword
Director of IPPTAR



Alhamdulillah, our utmost gratitude to Allah, The Almighty, for it is with His Grace that today, all of us gather here to witness a memorable strategic partnership between Institut Penyiaran dan Penerangan Tun Abdul Razak (IPPTAR) and the School of Creative Industry Management & Performing Arts (SCIMPA), Universiti Utara Malaysia (UUM) in organizing the Creative Industry International Conference 2018.

As a training arm of the Ministry of Communications and Multimedia Malaysia, IPPTAR is entrusted with the task of providing courses, workshops and seminars in the field of strategic communication and creative industry to government officers. IPPTAR is empowered to develop human resource with the appropriate knowledge and skills to further accelerate the development of our creative industry while embracing the challenges of IR4.0. IPPTAR is committed to initiatives which focus on uplifting the quality of learning and data collection in the field of strategic communication and creative industry. By such commitment, IPPTAR should be able to stand out as the training institute that explores opportunities in new knowledge and the usage of the latest technology. IPPTAR ensures that knowledge enrichment for its staff and trainees is always above par by collaborating not only with professional media practitioners but also by having smart partnerships with universities and other institutions of higher learning.

Please allow me to express our appreciation to our parent body, the Ministry of Communications and Multimedia Malaysia for giving us an endless support and endorsement for this initiative, a collaboration between IPPTAR and UUM in organizing a conference to uphold our flourishing creative industry. Papers presented in this seminar are research based and I am sure there are a lot of take-away especially in the form of ideas and new methods for the participants. Some of the topics presented are about creative technologies, art communication, media and culture. I believe you will emerge from today's learning journey enriched with ideas on how we can spur our nation's creative industry to greater heights.

In closing, I would like to express my appreciation to the organizing committee and a special acknowledgement is due to our CIIC speakers for making their time to be here and share their experiences and insight with all of us.

DIRECTOR OF IPPTAR
YANG BERBAHAGIA PUAN SALMAH IBRAHIM MELINA

Foreword
Conference Chair of CIIC2018



Assalamualaikum warahmatullahi wabarakatuh.

It is an honour for me to welcome all delegates to the 2nd Creative Industry International Conference (CIIC 2018) in Kuala Lumpur. On behalf of the School of Creative Industry Management & Performing Arts (SCIMPA), Universiti Utara Malaysia, I would like to express my sincere thanks for your contribution and participation for making CIIC 2018 a successful conference. My similar thanks to Puan Hajah Salmah bt Ibrahim Melina, Director of Institut Penyiaran dan Penerangan Tun Abdul Razak (IPPTAR) for her willingness to co-organize this conference. I take this opportunity to acknowledge the sponsors, and media partners for supporting our conference.

The CIIC 2018 continues to gather researchers, academics, scholars, practitioners, and key players in creative industry to present and discuss the issues and important aspects for capitalizing creative economy towards the industrial revolution 4.0. This year conference explores the theme "Creativity in the 4th Industrial Revolution" which has attracted more than 80 papers from various countries such as Indonesia, Thailand, Taiwan, Portugal, South Korea, Oman and Iraq. The accepted papers (after rigorous reviewing process) will be published in Scopus Indexed journal.

We are proud and honoured to present two keynote speakers and a special session from the broadcasting organizations and creative industry players. In this panel, the discussion will revolve around this revolution and the direct impact on the media and entertainment industry.

My gratitude and credit are also directed to all committee from SCIMPA and IPPTAR; and reviewers for their full commitment and hard work since last year. CIIC 2018 would not be possible without the assistance from them.

In closing, it is hope CIIC 2018 will bring you a memorable and great experience of your time as well as strengthen the collaboration and networking.

CONFERENCE CHAIR OF CIIC2018
ASSOC. PROF. DR. SYAMSUL BAHRIN ZAIBON

Biography of Keynote Speakers



PROFESSOR DATUK DR. AHMAD RAFI MOHAMED ESHAQ

Professor Datuk Dr. Ahmad Rafi Mohamed Eshaq, has been appointed as President / CEO of Multimedia University (MMU) since Feb. 2016. He graduated from University of Strathclyde, Glasgow, Scotland with a Bachelor degree in Architecture (Hons.) in 1994 and later earned a Master of Science in Computer-Aided Building Design, and Ph.D. specialising in architectural animation and virtual reality, 1998. He embarked on a career in education as a lecturer at Faculty of Creative Multimedia (FCM), Multimedia University (MMU) from its inception and later appointed as the Dean of the faculty. He held a number of high profile positions in MMU and external organisations prior to his latest appointment. This includes Vice President (Academic), the Dean of Institute for Postgraduate Studies and Director of R&D Collaborations and the Deputy Rector of Academic Affairs at the National Academy of Arts, Culture and Heritage, Malaysia.

He is currently the Deputy Chairman 2, Creative Content Industry Guild (CCIG), Malaysia and a certified Multimedia Professional. He attended USC-Rhizophora training at University of Southern California (USC), Los Angeles, USA and CXO Technology Summit, a leadership programme at IMD Lausanne, Switzerland. His research includes virtual reality, virtual heritage, 3D animation, architectural visualisation, educational technology, and multimedia. He has published significant numbers of internationally multi-disciplinary refereed journal articles, conference papers and books. He has secured closed to RM3.5 million of research funds, and RM8.5 million of consultancy revenues and endowments from numerous of agencies related to ICT and creative industries.

Biography of Keynote Speakers



TAN SRI JOHAN JAAFFAR

Tan Sri Johan Jaaffar was the former Chairman of Media Prima Berhad and Chairman of Dewan Bahasa dan Pustaka (DBP). He was the Group Editor of Utusan Melayu Bhd from 1992 to 1998. He was a member of the National Brains Trust on National Education, set up by the National Economic Action Committee (NEAC). He was one of the members of the nomination committee for Education and Community category of the Merdeka Awards. He was the Chairman of the Consultation and Prevention Panel of the Malaysia Anti-Corruption Commission (MACC) until December 2015.

He was also a member of the National Unity Consultative Council (NUCC). He was also on the board of Perbadanan Tabung Pendidikan Tinggi Nasional (PTPTN) and one of the corporate figures involved in the Ministry of Higher Education's CEO@Faculty Programme, where prominent individuals are attached to public universities to mentor and provide industry perspectives. He is currently the Chairman of Nobel International School in Kuala Lumpur. Johan is an accomplished playwright, actor and director and an award-winning writer. He was a columnist for the New Straits Times from 2002 to 2015 and writes weekly for Berita Harian as well for seven years. Since April 2016, he writes fortnightly for The Star. As a journalist, he covered conflicts in places like Afghanistan, Bosnia-Herzegovina, South Africa, China and Myanmar. He graduated from the University of Malaya in 1977 with Bachelor of Arts degree and was conferred the Honorary Doctor of Philosophy (Communication and Creative Arts Management) from Universiti Kebangsaan Malaysia in 2015.

General Conference Schedule

5 December 2018 (Wednesday - Conference Day 1)			
8.00 am - 9.00 am	Registration		
9.00 am - 10.00 am	Parallel Session A		
	Invited Session A1 Room: Cemerlang	Invited Session A2 Room: Teras	Invited Session A3 Room: Perintis
10.00 am - 10.15 am	Refreshment		
10.15 am - 1.00 pm	<p>Opening Ceremony at Dewan Cendekiawan</p> <p>Officiated by YB Tuan Muhammad Bakhtiar Wan Chik (Deputy Minister of Tourism, Arts and Culture Malaysia)</p> <p>Keynote address 1: Prof. Datuk Dr. Ahmad Rafi Mohamed Eshaq (President of Multimedia University Malaysia)</p> <p>Keynote address 2: Tan Sri Johan Jaaffar (Prominent Media Figure)</p>		
1.00 pm - 2.30 pm	Lunch Break		
2.30 pm - 5.00 pm	Parallel Sessions B		
	Session B1 Room: Cemerlang	Session B2 Room: Teras	Session B3 Room: Perintis
5.00 pm - 5.15 pm	Refreshment		

PID18: CBT4Depression: A Therapeutic Game

Norhana Yusof, Salina Ismail, Azizah Che Omar and Sobihatun Nur Abdul Salam

PID33: Deplau: Movement and Interaction in Virtual Reality

Hariz Mohamed Mustafa and Quek Albert

PID73: Design and Evaluation of Guessing Game for Learning English as Second Language

Juliana Aida Abu Bakar, Yam Shin Hoey, and Idyawati Hussein

6 December 2018 (Thursday - Conference Day 2)

2.30 pm- 5.00pm

Parallel Session D2 (Room: Teras)

Session Chair : INDRAAH KOLANDAISAMY

D2

PID19: Learning via Virtual Reality Video: Investigating Understanding in Organizational Behavior Classroom

Subashini Annamalai and Indraah Kolandaisamy

Students'

PID74: Reflecting Malaysian Media Attitudes towards Self-Regulation Approaches

Nor Hissam Sulaiman, Syed Agil Alsagoff, Nuryazida Sabarudin and Mohammad Shah Kamarulzaman

PID75: The Trajectories of Creative Content Protecting Law in Indonesia: Dealing with the Present and Shaping the Future

Wardah Yuspin, Ata Fauzie and Danny Hermawan

PID5: Accuracy Performance And Potentiality Of Real Animation In Different Languages

Loh Ngik Hoon and Siti Shukhaila Shaharuddin

Time Avatar Lip Sync

PID9: Heart Rate Visualization through Augmented Reality using Real Time Heart Rate Detection

Norazlin Mohammed and Junaidah Idrus

PID20: The Role of Duration, Digital Characters as Visual Stimulation in English Animation Trailer

Ahmad Azaini Manaf, Jong Sze Joon, Mohd Rosli Arshad, Wan Jamarul Imran Wan Abdullah Thani and Ruslan Rahim

Non-

PID32: Measuring the sequence of steps in martial art techniques using Frame Based Rules Ranges of the motion templates

Wan Mohd Rizhan Wan Idris, Ahmad Rafi, Azman Bidin and Azrul Amri Jamal

Architecture Heritage from the issues that Al-Mustansiriya in Baghdad City is facing and highlights the important role of local organizations and archaeologists in preservation of heritage sites, with its recommendations. It helps on the protection and documentation of heritage values in Al-Mustansiriya, having a global impact towards humanity issues.

PID 5

Accuracy Performance and Potentiality of Real-Time Avatar Lip Sync Animation In Different Languages

Loh Ngik Hoon and Siti Shukhaila Bt Shaharuddin

With the fast growth in computing power nowadays, the qualities of animation enable an extra layer of visually convincing realism. In lip sync animation, creation of realistic lip movement is arduous in getting the lip shape and position to synchronize with the speech sounds. To note, spending hours in manually generating every single lip movement can be a long and challenging task. Consequently, a comprehensive analysis on viseme based multiple phonemes in English, Bahasa Melayu and Mandarin was carried out, to develop an accurate and potential platform for real time talking avatar in multiple languages. The accuracy performance between human and avatar in real time were compared and evaluated. The findings revealed successful utilization of real time synchronization to drive the synthetic 3D avatars based on live speech input for multiple languages, with satisfied accurate lip motion result. This paper provides useful knowledge for multilingual solution which accurately predicts mouth movement on real human face, when a person is speaking and directs to lip sync process. It contributes to live performances and valuable in open-ended field with tons of potential, such as animation production industry, entertainment, gaming, digital marketing and media education.

PID 7

Celebrity Endorsement's Effects on Youths' Cosmetic Buying Behaviour: A Study in A Malaysian University

Lee Lai Meng and Kok Hui Meian

The Malaysian cosmetic industry is currently operating in a competitive market. For brands to stand out and gain a competitive advantage over others, marketers are turning towards the use of celebrity endorsement in advertisements. Therefore, it is important for advertisers of cosmetic brands to be aware of the properties in celebrity endorsement that can influence their customer's buying behavior. The objective of this study is to investigate the significant effects of celebrity credibility, attractiveness and popularity on female youth's cosmetic buying behavior. This quantitative cross sectional study utilizes data obtained from a personally administered questionnaire. A sample of 253 female youths from a university was chosen using the convenience sampling method. Various statistical analyses were conducted via the SPSS statistical package. The findings indicate that the properties of

respondents to the intervention (VR videos) and the other group of 30 respondents acts as the control group with no intervention (traditional learning method). Four sets of case studies were used as data collecting instruments and were given to the respondents after each learning session. The data were then collected and analyzed using ANOVA statistical analysis. The findings revealed that the students who experienced the VR videos used showed higher understanding compared to those who used traditional method, therefore adducing a scope of implementing technology in a non-IT classroom such as Business to enhance the learning process.

PID 20

The Role of Duration, Digital Characters as Visual Stimulation in Non-English Animation Trailer

*Ahmad Azaini Manaf, Jong Sze Joon, Mohd Rosli Arshad,
Wan Jamarul Imran Wan Abdullah Thani and Ruslan Rahim*

The research investigates the observation on youth by viewing foreign language trailers, the outcome testing can have a distinct effect on the stimulation of the audiences. The experiment conducted to investigate the correlation analysis which, based on visuals, genre, animation style, character designs, audio (soundtracks) and voices used in non-mainstream foreign language animation trailers. In this study, the test comprised of 60 youth from peninsular Malaysia and Sarawak to categorize factors of characters, violence content, genre, unfamiliar voices and audio sample from the respective foreign animation trailers. Interestingly, the finding suggested highest relationship on main characters, antagonist should appear in trailers (.853) without help of foreign voices, and of course the shortest duration plays towards intention to watch the full film, therefore the results on longest trailer durations were not stimulating. The significant of the research on trailers is imperative to determine the factors among Malaysian youth in cinema, for the development and digital creation of domestic animation film. The outcome is valuable for digital content directors, NLE (Non-Linear Editing) operators and creative marketers to promote content prior to cinemas.

PID 21

LEIQ(TM): A Emotion and Importance Model for QoL

*Anitawati Mohd Lokman, Shamsiah Abd Kadir, Saidatul Rahah Hamidi and
Shuhaida Mohamed Shuhidan*

Past literature has increasingly highlighted the importance of understanding people's emotional responses towards the characteristics of everything that has points of interactions with the people. Ever since it was introduced, research relating the emotional responses to the economic power of industrial products, hospitality services, as well as workers' or peoples' productivity has been expanding. This paper presents a model called Lokman's



CONFERENCE ATTENDANCE REPORT

Name	:	Loh Ngiik Hoon
Faculty/Institute/Centre	:	Faculty of Applied and Creative Art
Conference Title	:	The Creative Industry International Conference 2018 (CIIC 2018)
Title of Paper/Presentation	:	Accuracy Performance And Potentiality Of Real-Time Avatar Lip Sync Animation In Different Languages
Conference Venue & Date	:	Institut Penyiaran Dan Penerangan Tun Abdul Razak(Ipptar), Kuala Lumpur. 05-06 December 2018.
Conference Organised by	:	Universiti Utara Malaysia (UUM) and Institut Penyiaran dan Penerangan Tun Abdul Razak (IPPTAR).
Participation Sponsored by	:	Research and Innovation Management Centre (RIMC), Universiti Malaysia Sarawak through research grant No. F03/DPD/1642/2018.

1. Explain the new knowledge (e.g. theories/ concepts/ issues/ research methods/ techniques) gained from the conference.

The creative industry international conference 2018 covered various topics on animation, creative design, digital entertainment, multimedia, arts and virtual technology, etc. It also provided a full opportunity for inspirational and constructive discussions about the creative industry in the face of the Industrial Revolution 4.0 (IR4.0), which could contribute to the development of society and country in general.

In this regard, creative industry would become increasingly important in the future since art and culture is set to collide with technology in the era of Industrial Revolution 4.0 (IR4.0). This conference serves as a platform that provides opportunity to the academicians and practitioners to exchange ideas and discuss the best ways to address the issues and challenges faced by the industry. Therefore, concerted effort from the government and private sectors must be obtained to ensure full support is put into research and development in the products and services concerning creative industry.

This conference provided me with a valuable learning experience. For instance, it was an excellent opportunity to gather together, interact and exchange their findings and views during conference sessions.

2. Explain the feedback received on your presentation (Please indicate duration, Q&A and other relevant discussion).

The paper was presented for fifteen minutes on Thursday, 05 December, 2018, with the title of "Accuracy Performance and Potentiality Of Real-Time Avatar Lip Sync Animation In Different Languages". The questions were received and the useful comments and very contribution feedback were suggested from committee and other participators. Overall, there was positive feedback from the presentation and the paper was received the best paper awards in this conference.

3. Will there be any follow-up activities resulting from your participation in the conference (e.g. research collaboration, institutional visits)? State the activity and person(s) involved, if any.

No.

4. Would you recommend this conference to others?

☒

Yes

☐

No

Explain the reason(s).

This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss ideas and identify effective ways to address the challenges faced by our creative industry. This is a great experience to make a comparative study from exchange ideas, sharing, socializing with international counterparts to enhance our research study in different perspective.

5. The paper you have presented at this conference



has been published; please specify the journal/proceeding:

International Journal of Engineering & Technology (IJET). The Creative Industry International Conference 2018 (CIIC 2018)



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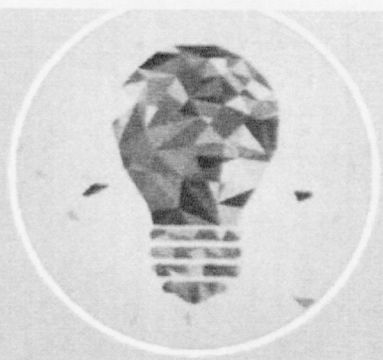
is being rewritten for publication.

OR

others, please specify :

6. Please attach a copy of the conference material/kit with this Report for CAIS repository.

Signature		<p>Verified and approved by Dean/Director</p>  <p>Prof. Madya Dr. Musdi Hj Shanat</p>
Date	07-01-19	<p>8/1/2019</p> <p>Deputy Fakulti Seni, Budaya dan Kreatif</p> <p>UNIVERSITI MALAYSIA SARAWAK</p>



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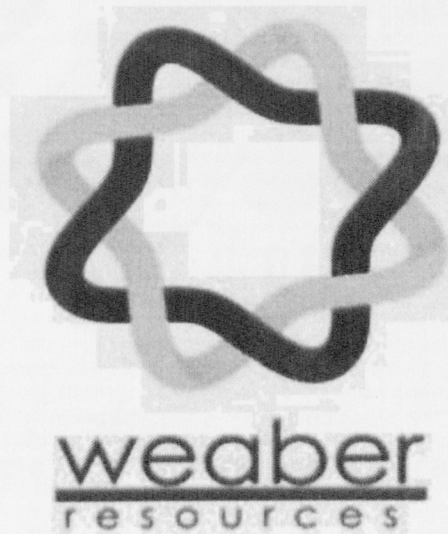
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